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BROOKLYN ADVERTISEMENTS

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I BOOKLYN ADVERTISEMENTS FREDERICK LOESER & CO



### \$3.00 All Silk Umbrellas for \$1.00.

Last week we astonished the umbrella trade, but the end is not yet, for here are 500 all silk umbrellas for women that, at a low estimate are worth all of \$3.00 each, at the extraordinary price of \$1.00 each. They are full 26-inch size, steel rod, paragon frame, close roll, cases to match, tassels, large variety of fancy handles, up to date in every respect. Colors and black, actually worth \$3.00, at \$1.00 each.



# \$56,000.00 of the Finest High Grade Furs ½ Yesterday's Prices.

An Offer That Revolutionizes Anything Ever Done. Compare These Furs With Those Offered Everywhere by Anybody. We fully believe that they represent the very choicest and finest Furs ever placed on sale below their real value—and not a piece could have been bought before this sale for less than twice the prices we have made. Consider a moment what it means—

for there are among them even Royal Russian Sables that have as fixed market prices as precious stones. What we did last week in Fur selling blazed a new path and is known the country wide. To speak conservatively -- it caused a sensation, particularly with the trade—ask any Furrier—but what was then the most important sale ever attempted is really surpassed by the values we offer to-morrow. It was what that one sale did that created the greater one to-morrow. It was what that one sale did that created the greater one to-morrow. It was what that one sale did that created which gives this never equalled offer to-morrow.

And so extraor linary that it must be clearly understood that none of these Furs will be credited or sent C. O. D., but may be exchanged within 48 hours, if any Furs are left to do so. Just look at these items—but there are others.

Neck Scarfs and Price Natural skunk, Blended mink, Blended fisher,

Single and double scarfs, also new shawl Blended mink, \$19.75 for \$39.50 \$3.98 and upward, at same price-saving values.

\$25.00 for \$50.00 \$17.00 to: \$34.00

Muffs. \$14.90 for \$28.00 All in the newest up-to-date shares from the Blue raccoon muffs, \$9.00 for \$18.00.
\$14.00 for \$28.00 choicest skins.

Blue raccoon muffs, \$9.00 for \$18.00.

Natural skunk muffs, \$11.50 for \$23.00.

Natural skunk,
Blended mink,
Blended fisher,
Squirrel, mink insertion,
Blended mink,
Blended mink,
S32.50 for \$65.00
Squirrel, mink insertion,
Blended mink,
Blended mink,
Blended fisher,
S33.75 for \$67.50
\$14.00 for \$28.00
Blended fisher,
S35.00.
Blended fisher,
Empire muffs, \$26.00 for \$35.00.
Blended fisher,
Empire muffs, \$26.00 for \$35.00.
Blended fisher,
Empire muffs, \$26.00 for \$35.00. In addition we have full lines of neckwear from \$52.00. Blended fisher, Empire muffs, \$26.00 tor

Silver fox, Empire muffs, \$12.00 for \$24.00 Silver lynx mutts, \$14.00 for \$28.00. Persian Empire muffs, \$10.98 for \$20.00.

Black lynx muffs, \$9.98 for \$18.00. Sable fox, Empire muffs, \$13.50 for \$26.00.
In addition a large collection too numerous to \$225.00 FOR \$450.00, proadtail Persian, Hud-

mention.

Price range of muffs from \$2.25 upwards.
\$337.50 FOR \$675.00, broadtail coat, full ripple box front, black lynx collar, facings down front, deep cuffs, richly lined.
\$262.50 FOR \$525.00, broadtail blouse, white panne velvet, hand embroidered collar, reveres, belt and cuffs (Paris model.)

son Bay sable collar and reveres, beaufffully matched (Paris model)
\$125.00 FOR \$250.00, squirrel coat, box front, timmed with royal ermine.
\$240.00 FOR \$480.00, Alaska seal quality, box front, fitted back.
\$65.00 FOR \$130.00, Persian lamb coats, 20-inch coat, fitted back and box front.

\$237.50 FOR \$475.00, broadtail Persian jacket, \$75.00 FOR \$150.00, Persian lamb coats, with lined throughout with royal ermine, \$462.50 for with detachable skirt effect, can be worn as an Raum Marten collars and roveres. Baum Marten collars and reveres.

son Bay sable collar and reveres, beaufifully matched (Paris model) We call special attention to the collection of

scarfs and muffs which are the finest lot of highclass furs ever offered. A magnificent shawl made from choice natural Hudson Bay sables, perfectly matched skins,

Natural Russian sable scarfs, four and six Near Seal coats, blouse and plain effects. \$33.75 for \$67.50 \$37.50 " \$75.00 \$25.00 " \$50.00 skins, perfectly matched.

A Sensation in Silk Waists.

\$4,000 Worth for \$2,388. The Best Silk

Waist Offer Ever Made.

AT \$3.98, REGULARLY \$5.00 TO \$10.00-Just 600 waists in

this collection, and it is the finest collection of high class silk

waists ever gathered together. They are made by one of the

leading and largest makers in this country. All are new and up-

to-date models. and a perfect fit is guaranteed. The waists are

made of peau de cygne, crepe de chine, peau de soie and fine taffetas

in all the light, medium and dark colors, including light blue, pink, royal blue, green, cardinal, black, also many choice plaid and

check effects. One especially attractive pattern is made of taffeta

in light colors trimmed with two rows of heavy lace insertion,

waists that sell regularly from \$5.00 to \$10.00, at \$3.98. Also

\$135.00 for \$270.00 \$110.00 " \$220.00 \$147.00 " \$295.00 Mutfs, Empire shape.

### Men's Cuffs.

The "Bond Street" Cuff, 6 Pair for 60c.

Fresh, new, immaculate. Just received from the manufacturers, who made them specially for us. Made after the most popular cuff of the day; round corners, single tab, link cuffs; three ply, handsomely laundered, wear as well as any cuff you pay singly 25c. for. Sizes are 10, 101/2, 11. Think of it. 6 pairs for 60c. and they're spic, span new. Sold only in sixes; with 12 pair a handsome box. 1,000 1/2 dozens ready tor to-morrow.

### January Carpet Sale.

Prices Below the Cost at the Mills.

This January carpet sale opened last week with advantages of quantities and assortments not equaled before at this season of the year -and the sale continues to-morrow with just as large benefits.

Our preparations have made this one of the most important sales in the history of our carpet store. Thousands of yards of the products of the best mills at prices a third less than you will pay for them in the spring season. Carpets have been sharply advanced in price at the mills, and another advance will take place to-morrow. If you have a carpet need to be supplied it will certainly pay you to anticipate and take advantage of this sale.

28c. FOR 45c. INGRAINS.-These are | 88c. TO \$1.28 FOR \$1.25 TO \$1.75 AXexcellent reversible ingrains, one yard wide. 44c. to 64c. FOR 65c. to 85c. TAPESTRY BRUSSELS. - The beautiful hall and stair and parlor patterns from the best makers.

Regular 65c. yard at 44c. yard. 75c. yard at 54c. yar 1. 85c. yard at 64c. yard. \$1.08 FOR \$1.35 AND \$1.50 BODY BRUSSELS.—The popular Brooklyn carpet. A handsome line of 50 patterns from the famous Bigelow-Lowell Mills that usually sell for \$1.35 and \$1.50 yard at 1.08 yard.

84c. AND \$1.08 FOR \$1.10 AND \$1.40

WILTON VELVETS.—Carpets for hard wear. All the newest colorings are represented in this line, the usual \$1.10 quality. at 84c. yard and the \$1.40 quality at \$1.08 MINSTER CARPETS. - The most pepular parlor carpet of the new century. We are now showing more than 200 choice patterns from the famous mills of the Bigelow-Lowell, Hartford and Alexander Smith Co.'s, most of which are included in this

Regular \$1.25 quality, 88c. yard.
" \$1.50 " \$1.08 "
" \$1.75 " \$1.28 "

\$1.58 AND \$1.98 FOR \$2.75 AND \$3.00 ROYAL WILTONS-The finest product of the American looms, which are noted for the beauty and durability of their fabrics. All the prominent houses have priced these goods at \$2.75 and \$3.00 yard. We offer at \$1.58 and \$1.98 yard.

### The Clearance of Rugs.

There are just 70 rugs left from our clearance sale which opened last Monday-they are both Oriental and domestic patterns which we will not carry again—the prices should sell them quickly.

Mosoul, large size, \$7.00; regularly \$24.00; regularly \$30.00 to \$50.00. \$12.50 to \$20.00. Mosoul, Persian and Cabistan rugs, extra large, \$13.50; regularly \$17.50 to \$32.00.

Hall runners, \$18.50 and \$22.50; regularly \$17.50 to \$32.00.

Iran, a verage size 4x7, \$16.00, \$19.00

Best Quality All Wool Smyrna.

About 18x36, at 65c.; val. \$1.15 '21x45, "\$1.15; "\$1.65 26x54, "\$1.65; "\$2.35

### Three Matchless Silk Offers.

It is unnecessary for us to speak of the distinctive importance of the Loeser silk sales; they are too well known and have been too widely appreciated to need comment, but bearing them in mind will make the sale all the better, because it surpasses the past.

FIRST-Here are 15,000 yards of printed silk foulards, satin toulards and Liberty satins at the following unheard of prices—designs are small and medium, including navy and white, black and white polka dots:

39c. for Regular 50c. Printed Foulard Silks.

49c. " " 75c. " Foulard and Liberty Satins. 59c. " " \$1.00 " Liberty Satins.

SECOND-2,500 yards of 27-inch guaranteed black dress taffetas. This is the widest, brightest and strongest black dress taffeta that has ever been offered and guaranteed at 69c. This will be for Monday

### 69c. for \$1.00 Guaranteed Black Dress Taffeta.

THIRD-10,000 yards of high-class fancy silk. The quality of these rich fancy silks being the best, the styles all new and the price the lowest ever known, we are sure that every one wishing a dainty waist, skirt or dress will find in this immense variety just what is wanted.

79c. for \$1.50 High Class Fancy Silks.

VELVETS-Here are also some popular velvets at prices that cannot fall to lead your interests to Loeser's: 32-inch Velour du Nord—\$2.50, \$3.00, \$4.00 and \$5.00

AT 69c., REGULAR \$1—A choice line of mirrored velvets, millinery shades.

AT \$1.00, INSTEAD OF \$1.25—Colored velvets; a full line of shades.

## Sweeping Sale of Pianos.

Sale at Piano Wareroom Annex, 31 DeKalb Ave. To-morrow morning at eight o'clock we will place on sale at our Piano Wareroom Annex, 31 De Kalb

Avenue (nearly opposite the store), forty-eight pianos at prices a fraction of their actual value. This stock is the accumulation from rentals and exchanges during the past few months. All second-hand pianos have been carefully overhauled, making them like new pianos, and are almost the same as new. Our reasons for offering these Pianos under real value is to quickly dispose of this surplus stock and at

the same time emphasize another radical departure by the house of Loeser from the beaten paths of piano We could dispose of this stock at much higher prices were we to carry it along, selling one to a customer

now and then, we choose however to do it differently.

We shall dispose of this stock in ONE DAY, making the prices do the work.

If you want one of these standard pianos at prices named, you must come to-morrow between eight A. M and six P. M. to No. 31 De Kalb Avenue, our Piano Wareroom Annex. All prices are on cash basis. If you choose you may make monthly payments at no advance in price

further than simple interest at the rate of 4 per cent. per annum. Terms on Upright Pianos \$10.00 cash and \$6.00 monthly. Square Pianos (when delivered in Greater New York) \$10.00 cash and \$5.00 monthly.

This partial list will give an idea of the values.

Uprights.

\$300 Martin & Dubier for \$75. \$300 Wheelock for \$125. \$265 Smith & Barnes for \$215. \$250 Schiller for \$215. \$200 Heller & Co. for \$150. \$200 Leicht for \$150.

\$300 Chappell & Co. for \$50. \$245 Richmond for \$185. \$315 Starr for \$285. \$220 Schiller for \$195. \$295 Smith & Barnes for \$255. \$275 Biddle for \$125. \$480 Behr Bros. for \$345. \$200 Singer, mandolin attachment, for \$175. \$300 Wissner for \$175.

\$300 Stoddard for \$25. \$300 Stoddard for \$45. \$350 Mahner for \$65.

\$300 Van Winkle for \$60. \$350 Peek & Son for \$85. \$600 Chickering for \$125. \$350 Mason for \$75. \$400 Emerson for \$85. \$300 Mixell for \$85. \$300 Wheelock for \$85. \$300 Wheelock for \$85. \$300 Kring for \$75. \$300 Grovesteen & Fuller for \$75. \$400 Chickering for \$125. \$400 Chickering for \$125. \$400 Chickering for \$125. \$400 Weber for \$125. \$400 Chickering for \$125. \$400 Weber for \$125. \$400 Weber for \$125. \$400 Weber for \$125. \$400 Weber for \$125. \$300 Phelps & Son for \$80. \$300 Whitney for \$90.

### Square Pianos.

#### AT 98C., INSTEAD OF \$1.50.-White AT \$1.98 AND \$2.98.-Stylish madras cheviot and madras waists, side effect and pearl buttons. waists; also some pretty piques. AT \$3.98 TO \$12.98.—A fine line of

these special waist values for to-morrow.

large pearl buttons.

AT \$1.49, INSTEAD OF \$1.98.—Fleece- AT 98C., \$1.98 AND \$2.98, INSTEAD OF \$1.59 TO \$4.50.—We are closing out a fine line of flannel waists. lined cheviot waists, pleated front, with

### Men's Suits to Order at \$20.00.

Regularly these suits would cost \$30.00 to \$40.00. But these are certain pieces of suitings where there is only enough material left for the making of a single suit, and to clear them out we will make them up into suits at this low price. The suitings are of a very high character. and styles are some of the best of the season. The tailoring will be the exclusive kind that the Loeser tailors are noted for. Men over 42 chest

### Rare Sale of Men's Suits.

Some Extraordinary Reductions.

There are not many men in Brooklyn who don't know the Loeser clothing-these prices will be sure to make a sweeping clear-up:

Suits at \$10.50, Were \$16.50 to \$20.00.

Stylish single-breasted sack suits, cut on the very newest lines, with broad shapely shoulders, all hand-tailored throughout and faultless fitting. The materials are cheviots, tweeds and cassimeres in medium and dark colors, conservative and nobby patterns; sizes 34 to 44, including stouts and slims.

Suits at \$15.00, Were \$20.00 to \$25.00.

Handsome single-breasted sack suits, made of fine cheviots, tweeds and worsteds, all hand-tailored, giving them a permanent shapeliness, with broad shoulders. Also in this lot are some splendid Scotch effects. They are suits that will please all who see them; sizes are 34 to 44, including stouts and slims.

Trousers at \$2.98, Were \$4.00.

Men's business trousers made of strictly all-wool durable materials in medium and dark colors and striped effects. All parts are carefully sewn and put together in a manner that prevents them from ripping. Newest styles and faultless in fit.

SOMETHING ABOUT FAGAN, WHOM THE GIRLS CALL "MR. MARK."

He's Only 32 and Was an Undertaker's Helper Two Years Ago, but He's Fighting Nearly Everything in Sight, Especially Corporations and Democrats. The Democratic machine in Jersey City much perturbed over the action of Mayor

Mirk M Fagan in attacking the Constituionality of the act of 1894 under which the Present Board of Street and Water Commistioners is operating and appointing a Re-Diblican board under the provisions of in act passed by the Legislature in 1891 to

The present board is composed of Col. Robert G. Smith, president; Ferdinand Hanze, James S. Nolan, Anthony Hauck and John Sullivan, Democrats, who were fiested by big majorities. They do not teas the idea of being ousted from office and will make a vigorous fight.

Vien Mayor Fagan, who was only an Injertaker's assistant, was elected in the of 1901 after passing his thirty-second birthday, he said that he proposed to use he influence to have a law passed doing tway with the present system of adminis-Walton in the Street and Water Depart- The assessed valuations on the corporation

JERSEY CITY'S YOUNG MAYOR. | ment. After he had been in office several weeks he said that he was convinced that the city would be better off without the Democratic board, which, he declared, was extravagant and unbusinesslike. He lost no time in vetoing many of the reso-lutions for the expenditure of money and frequently compelled it to cut down bills before he would approve them.

All the time he was at work getting the Legislature to pass an act creating a singleheaded Water Commission giving the Mayor of all cities which took advantage of the act the appointive power. The law as enacted had a referendum clause. The voters of Jersey City rejected it last November greatly to Mayor Fagan's disap-

Although some of Fagan's advisers suggested that the people might object to any attempt to put an elective board out of office, the Mayor declared that he would take the chance of incurring their displeasure. The young Mayor likes a fight and says

that he has no fear of the outcome. He has several other fights on his hands and expects that the second year of his administration will be much livelier than the first. Chief among his battles is the one which he has been waging against the corpora-tions to compel them to pay more taxes. He appointed a Board of Tax Commissioners last year, which increased the total ratables of the city from \$65,500,000 to \$105,000,000.

holdings alone were jacked up over \$4,000,-000. The tax rate was cut down from \$28 per \$1,000 to \$27.80. The larger corporations say they will appeal to the State Board of Taxation for redress. The Mayor has asked the State Board of Assessors to increase the valuations levied on railroad property lying within Jersey City.

The young Mayor has planned and is projecting many public improvements. He has provided for the construction of a \$300,000 hospital to take the place of the old buildings in Baldwin avenue. He is closing a deal for the purchase of land on which to put up a \$50,000 public bath. He recently negotiated with the New

York Central Railroad Company for tract of land on which to \$500,000 high school building. He has forced the Board of Finance and Board of Education to tear down Public School S juare for over half a century, and put up larger structure, having acquired adjoining property for an enlarged site. He has signed resolutions for the purchase of lands for several parks. He sanctioned the expenditure of \$80,000 for the reconstruction of sewers last year and has planned for other big improvements in the sewer

The Mayor made himself popular last summer by having a series of public concerts in the city parks.

Fagan never thought of going into politics

until one Sunday about six years ago. As he was leaving St. Bridget's Catholic Church in Montgomery street several young men who were disgusted with the Democratic machine asked him to run for freeholder in the Fifth ward, promising him their support. He said that he guessed they had better get somebody else as a candidate. and went home. The delegation called on Fagan's mother and requested her to use her influence to get him to run, and she

Everybody laughed when Fagan got the nomination against Phil McGovern, Democrat, because the Fifth ward was supposed to be hopelessly Democratic. He made hustling canvass and won by a majority of 219. Two years later he ran against McGovern again. The Democrats had redistricted this city, increasing the Democratic vote in the Fifth by 226, and Fagan was defeated by 159 votes. In that campaign McGovern spent \$5,000 and all the Democratic politi-cians in the city went into the ward to help

cians in the city went into the ward to help him out.

In 1900 Fagan was the Republican candidate for State Senator in Hudson county against Robert S. Hudspeth, and he succeeded in cutting Hudspeth's majority way down. It was Fagan's splendid run which caused the Republicans to take him as their candidate for Mayor in the following fall.

Ten months before the election Fagan.

Ten months before the election Fagan announced that he would try to land the nomination. He trained for the campaign by taking six-hour walks every day, rain

His opponent was George T. Smith, on-in-law of Edward F. C. Young. Fagan at this time was receiving less than Fagan at this time was receiving less than \$1,000 a year as an undertaker's assistant. He made a canvass which astonished old-time campaigners, personally calling on thousands of voters at their houses or places of business. If he did not find the men folks in he had a nice little talk with their wives and daughters and gave his reasons why he wanted to be Mayor of the city. Some of these talks took place in the parlors of the well-to-do and others in the kitchens of tenements.

of the well-to-do and others in the kitchens of tenements.

The Democratic machine was paralyzed on the night of the election when the returns showed that Fagan had been elected by a majority of nearly 6,000 in a city which has rolled up Democratic majorities of the same liberal proportions.

Mr. Fagan is a bachelor. He was born on Sept. 29, 1869, at the corner of Second and Monmouth streets, Jersey City, within the lines of the Fifth Ward, in which he now lives. His parents, who were very poor, moved to the East Side, in this city when he was 2 years old. He attended the parochial school, and at the age of 10, after the death of his father, started out to sell papers to support his mother. Although a sickly boy young Fagan prided himself in his ability to dispose of as big a bundle of papers as his most industrious rivals.

a bundle of papers as his most industrious rivals.

He selected as his stand a place in front of a liquor saloon at the corner of East Twelfth street and Avenue A. A much larger boy disputed his right to a monopoly of that corner and Fagan appealed to the saloonkeeper. saloonkeeper.

"'Taint none of my business," said the saloonkeeper, "but I think the boy who

an thrash the other fellow properly should

can thrash the other fellow properly should have the stand."

Two minutes later young Fagan and his rival were rolling on the sidewalk. Their papers were strewn about and a crowd of excited newsboys cheered them on. Fagan was declared the winner, and he sold out his stock of papers that day without moving far from the door of the saloon.

The next day he had to thrash his rival again. Several other young pugilists attempted to drive him off the corner, but he succeeded in holding it against all comers.

He attended night school all the time he sold papers and he graduated from a newsboy to a tail boy on one of McKenna's express wagons. He was the happiest boy in the Fast Side at the age of 17 when he went home one day with the news that he had been placed in charge of a wagon.

Later he learned the trade of frame gilding with William B. Short, at Sixteenth street and Broadway. Mr. Short, who was an enthusiastic Republican, exerted a potent if funce in moulding Fagan's political opinions. A Republican had never been heard of in the Fagan family, and there was much opposition when he announced that he intended to cast his first vote for a Republican.

Fagan moved back to Jersey City with his mother and sister when he was 20 years old. A year later he entered the employ of his uncle, John F. McNulty, an undertaker, whom he appointed a member of the Police Board last week. He made a specialty

of his uncle, John F. McNulty, an under-taker, whom he appointed a member of the Police Board last week. He made a specialty of draping the rooms in which bodies were laid. He did away with sombre black drapings, substituting ferns and smilax. Other undertakers were not slow in copy-ing his methods.

While working at his trade as gilder,

Fagan visited the homes of wealthy persons, including the Belmonts, Vanderbilts, Rhimelanders, Sewarts, Goulds, Lyles and Stokeses. He was much impressed by the beautiful pictures and other works of art which he saw. A liking for things artistic was developed in him, and nothing gives him keener pleasure than to steal away from his official cares and spend an hour or two in the galleries of this city.

The Mayor is fond of poetry, too. Often city officials find him leaning back in his chair with a book of poems before him.

"After signing your name to a thousand or more warrants," the Mayor often says, "there is nothing more restful than a poem with something about nature in it."

Fagan is known as "Mark" in the thickly populated neighborhood where he lives. Nobody thinks of calling him by his official title and even the children salute him as "Mr. Mark"

Not long ago, before the snow had melted he met a half dozen girls whose ages ranged from ten to twelve drawing a sled along the asphalt pavement in Mercer street.

"Heile, Mr. Mark," called one of them. "Won't you give us a ride?"

"I don't mind," replied the Mayor seizing the rope. Two girls got on the sled, another played horse" with his Honor and Fagan ran up and down the block several times, "Mayor Fagan doesn't like official display. He dislikes above everything else the use of the term "his Honor," by which he is addressed in all official communications from the different officers and boards.

"This 'his Honor' business," said he, recently, to a friend "is a relic of by-gone days. I don't like it and I wish they would do away with it. Just Mayor is goed enough for me."

Fagan visited the homes of wealthy persons,